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CONSUMER TIME

SPICE NEWS

NETWORK: NBC

DATE: October 26, 1946

ORIGIN: WRC

TIME: 12:15--12:30 PM EST

(Produced by the United States Department of Agriculture  
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CONSUMER TIME is restricted to network broadcast of the  
program...presented for more than thirteen years in the  
interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL

2. ANNCR: It's CONSUMER TIME !

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations, make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs. Freyman and Johnny.

5. FREYMAN: Today we're going to take a peek into America's spice cupboard and see what we can see, Johnny.

6. JOHN: Oh I see lots of spices right off, Mrs. Freyman...there's plenty of cinnamon...allspice...bay leaves...ginger, garlic salt.

7. FREYMAN: How about pepper?

8. JOHN: Mmm...don't see much of that right now. Still a shortage of pepper, I guess.

9. FREYMAN: Oh but there definitely will be more pepper...and soon.

10. JOHN: There will, huh? How do you know? Your nose tickle or something?

UNITED STATES OF AMERICA

FROM 1776 TO 1876

BY  
JAMES M. SMITH  
OF THE  
BUREAU OF THE  
CENSUS  
AND  
STATISTICS

NEW YORK

1876

Published by

THE NATIONAL BUREAU OF THE CENSUS

AND

STATISTICS

WASHINGTON

1876

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WASHINGTON

1876

11. FREYMAN: No....I asked the people who know about spice supplies...  
at the U. S. Department of Agriculture.
12. JOHN: And they predict more pepper on the grocers' shelves soon?
13. FREYMAN: Mmm hmm...recently we received several hundred tons of  
pepper from India, the Netherlands East Indies...from  
French Indo China...Siam...and Malaya.
14. JOHN: Well isn't that where our spices usually come from?
15. FREYMAN: Before the war they did...and now they will again. But  
for the last few years, of course, these countries were  
in the war zone.
16. JOHN: Sure...the Japanese actually occupied some of them.
17. FREYMAN: And I was told that in those particular countries...the  
Japanese plowed up a lot of the pepper lands...so they  
could raise more food. And they carried off and hid  
a lot of the stores of pepper.
18. JOHN: Were those hidden pepper supplies ever found, Mrs. Freyman?
19. FREYMAN: Yes, Johnny...but not in very good condition. They were  
kept so carelessly that they'd never pass the Pure Food  
and Drug standards for admission to the United States.
20. JOHN: So that's why pepper has been conspicuous by its  
absence for even a year after the surrender.
21. FREYMAN: Mmm hmm...but of course we had synthetic pepper.
22. JOHN: Yes but...that synthetic stuff doesn't have the real  
pepper flavor, though it certainly is sharp enough.
23. FREYMAN: Well...the pepper situation is much brighter now.
24. JOHN: Incidentally, Mrs. Freyman...was that big shipment of  
pepper...the black or the white kind?

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25. FREYMAN: The spice people told me we don't use much white pepper in this country, so I think that shipment must have been mostly black pepper. That okay with you?
26. JOHN: Definitely. I like to see how much pepper I'm using. Only way I can be sure not to get too much.
27. FREYMAN: The only other two spices that still aren't as plentiful as we'd like them...are nutmeg and mace. But I'm told that we are getting more supplies of them...and that the situation on that front is improving rapidly.
28. JOHN: Well...as long as I have plenty of spices in my pumpkin pie come Thanksgiving....I'm happy.
29. FREYMAN: Spices really come in handy now for the lady cooking on a budget...but then again spices have always been important. Where would we be without spices?
30. JOHN: Oh...we v uldn't be so badly off. Our food would just taste kind of flat, I suppose. That's all.
31. FREYMAN: That's not all! Why, American wouldn't even be here today.
32. JOHN: How do you figure that?
33. FREYMAN: Who discovered America?
34. JOHN: Columbus.
35. FREYMAN: But he wasn't looking for America.
36. JOHN: Say, that's right. He was looking for a new route to the East where the spices were.
37. FREYMAN: So there you are. The spice trade lead directly to the discovery of America.
38. JOHN: People liked real spicy foods in those days, didn't they, Mrs. Freyman?



39. FREYMAN: It wasn't so much that, Johnny...as the fact that the meals were so monotonous...and of course they didn't have refrigeration then.
40. JOHN: So they used spices to cover up for foods that had sort of "gone by"...shall we say?
41. FREYMAN: That's the idea. That's why the visit of the spicer was a big event.
42. JOHN: The spicer?
43. FREYMAN: The spicers were peddlers. In fact, they were the first grocers. They carried packs of spices on their backs...from village to village. Or rather I should say from castle to castle.
44. JOHN: Well didn't the ordinary people have any spices?
45. FREYMAN: Well salt and tallow were about the only things they could afford. Spices were very expensive even for the nobles. But they could afford some. That's why the spicers concentrated on the nobles. (FADE) who could afford to buy their wares.
46. MAN: The spicer, M'lady.
47. LADY: (MATRONLY.....SUSCEPTIBLE TO FLATTERY...A LA MARY BOLAND)  
Come in...come in. Why...you're not the spicer at all.
48. SPICER: (YOUNG, DEBONAIR, CLEVER). I'm the son of the spicer... the spicer's lucky son, m'lady...since I now have the privilege of presenting my wares to charming customers like your ladyship.
49. LADY: Well, young master spicer...your charm exceeds that of your father.
50. SPICER: Ah...thank you, m'lady...but my spices exceed both.



51. LADY: Oh yes...of course...you are selling spices...aren't you?  
Well...you've come earlier than I expected...so I haven't really thought about what I need. But I'll take salt of course...for the meat.
52. SPICER: Salt you shall have, m'lady...the purest in all the kingdom.
53. LADY: Hmph...none of its very pure...if it were, our meat would keep better through the winter.
54. SPICER: Then m'lady will want some of my fine garlic and fennel seed, and other hot spices...to put new life into old meat.
55. LADY: Naturally...and do you have saffron?
56. SPICER: Saffron I have, M'lady...such as was strewn in the Roman baths for its most marvelous perfume.
57. LADY: (ARCHLY) In this castle, young master spicer, we use saffron for flavoring our food.
58. SPICER: And for adding a dash of color to pale foods...just as m'lady's words add color to ordinary conversation.
59. LADY: Well...you turn a pretty compliment. Are your spices as pleasing as your remarks?
60. SPICER: M'lady's infallible judgment shall decide. And will m'lady have some bay leaves...The ancient Greeks called them laurel leaves and used them to crown their heroes?
61. LADY: I think not. The hero of this castle would best wish to be rewarded with a joint of beef...than a crown of bay leaves.
62. SPICER: But I am sure m'lord of the castle would relish his beef more...if bay leaves were included in the pickling spices.

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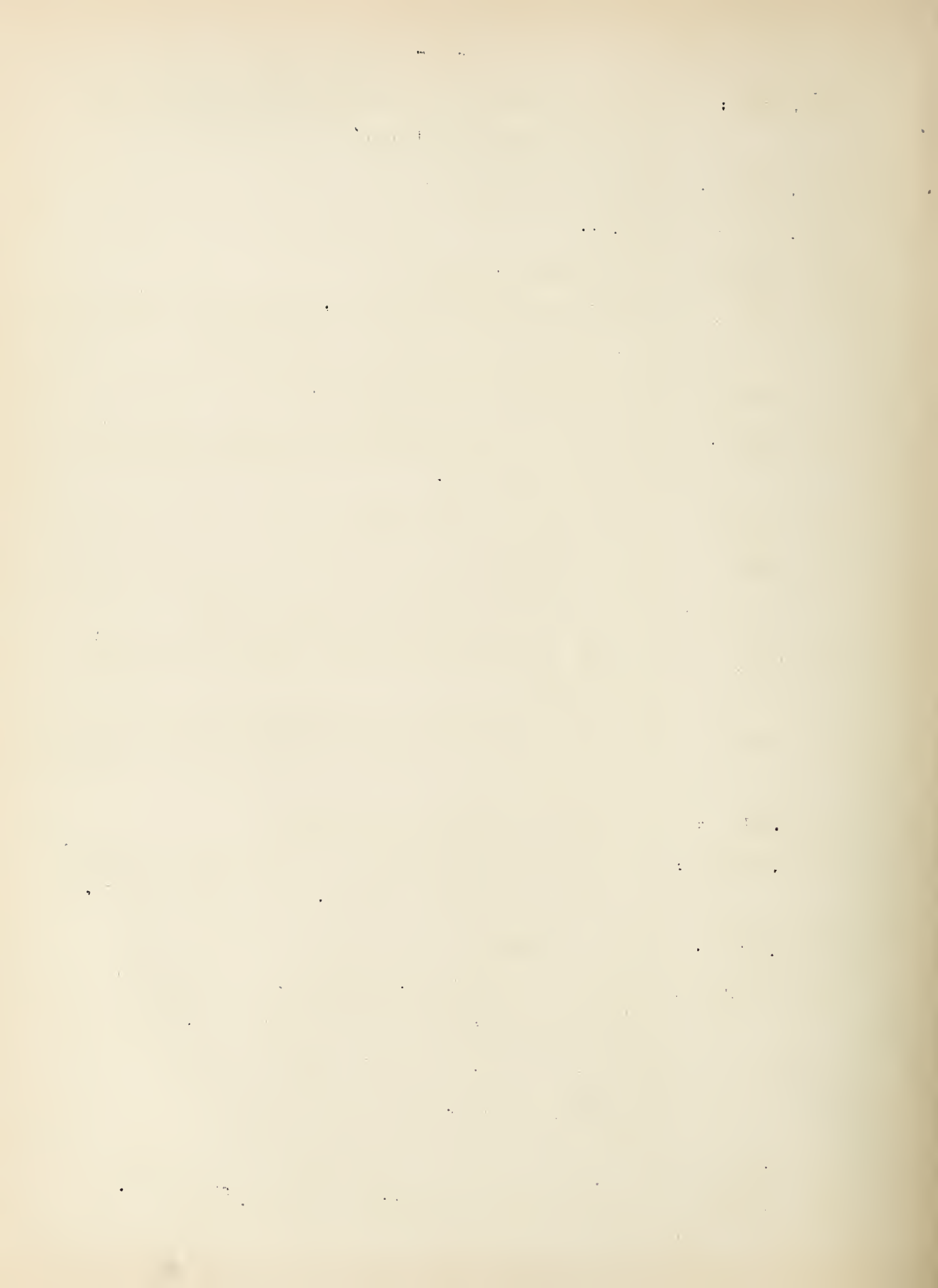
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63. LADY: Is the price for bay leaves still the same as the last time your father visited us?
64. SPICER: They have gone up....
65. LADY: Oh....
66. SPICER: Just a trifle, m'lady.
67. LADY: We will do without bay leaves, master spicer. Your spices are very expensive, even for my lord's purse.
68. SPICER: No more so than other spicers....
69. LADY: No matter. Go to the cook...she will tell you where to leave the spices....
70. SPICER: I beg another moment, m'lady.
71. LADY: For what purpose?
72. SPICER: To have you savor this special ginger, M'lady.
73. LADY: (SNIFFS) Special...it looks and smells like any other ginger to me.
74. SPICER: Ah...but it has just come from the Far East...the best ginger obtainable.
75. LADY: No...no...I think not on the ginger.
76. SPICER: Of course my father instructed me to deliver the ginger straight to the Duke's lady...that is my next stop.
77. LADY: For the Duchess?
78. SPICER: Yes...but you m'lady...having the reputation for setting the finest table in this part of the country, you would surely want to have some of this fine ginger to include in your cakes...and your pies...and your puddings.
79. LADY: But you said the ginger is consigned to the Duchess.
80. SPICER: I might let you have...perhaps a quarter of it.



81. LADY: I will have half the ginger...or none of the ginger.
82. SPICER: But m'lady...
83. LADY: Half...or none.
84. SPICER: Perhaps if m'lady would deign to take some of the bay leaves...  
and of course half of the ginger too...
85. LADY: Perhaps...perhaps...(FADE) we shall see.
86. SOUND : PAUSE
87. JOHN: Well, Mrs. Freyman...that was a tie-in sale if ever I've heard one.
88. FREYMAN: I guess it was, Johnny...But the spices were expensive in those days...so I guess the spicers had to use a little salesmanship.
89. JOHN: Well I can see why it was so important for Columbus and later explorers to find new trade routes to India and the other spice countries.
90. FREYMAN: Yes...and since the spices brought such high prices...it was important for a country to do as much spice business as possible  
In fact, one of the main reasons for Columbus' voyage... was that Spain was fighting the Moors.
91. JOHN: You mean Spain needed the money from the spice trade to carry on the war.
92. FREYMAN: That's it exactly.
93. JOHN: And on the way to the spice countries by a new route...Columbus bumped into America...and a new country was put on the map.
94. FREYMAN: And spices continued to be important in the new country.
95. JOHN: I'll say. There was keen competition among the sailing ships in the American colonies for the spice trade...Did you ever hear the story of the ship named Rajah, Mrs. Freyman? She sailed from Salem harbor.



96. FREYMAN: Was she a spice ship, Johnny?
97. JOHN: And how she was. One dark night she and other American sailing ships were in a port in Sumatra...(FADE) in the harbor of Benkulen...
98. JASPER: (UNDERTONES.) The anchor's aweigh, Captain.
99. CAPTAIN: (UNDERTONES.) Very good, Mr. Jasper. Now we shall see which is the best ship out of Salem harbor.
100. JASPER: The other ships don't expect the Rajah to try to give 'em the slip tonight, sir. Wind is too risky.
101. CAPTAIN: That's the chance we have to take, Mr. Jasper. We're moving along fairly brisk now.
102. JASPER: All the sails are set according to your orders, sir. We'll catch every little puff of the breeze. And the cress has instructions to keep as quiet as possible.
103. CAPTAIN: Good, Well...It's a black night...darker than I expected. With luck and a good wind they'll never even know we're gone until the sun comes up.
104. JASPER: By that time we'll be up where the wild pepper grows...and then they won't even have a clue.
105. CAPTAIN: I hope you'r right, Mr. Jasper. But those other captains have the scent of pepper in their nostrils...They don't dare sail back into Salem harbor...with no pepper in their holds.
106. JASPER: We put one over on them once before. All Salem buzzed the first time the Rajah sailed back into port...loaded to the gunwales with pepper.
107. CAPTAIN: Aye...that set many a tongue wagging.
108. JASPER: (TRYING TO PUMP HIM) I heard tell that the owner of the Rajah made seven hundred per cent peefit...on that first pepper cargo.



109. CAPTAIN: Well...I guess he did get a tidy sum. He'll make another one if we sail back with pepper this time...if the other ships don't find out where we get it.
110. SOUND: (PAUSE)
111. JASPER: The wind seems to be holding, sir.
112. CAPTAIN: Aye, Mr. Jasper...
113. SOUND: (PAUSE)
114. JASPER: And there's not another sound on the air. That means the other ships don't suspect anything's amiss.
115. CAPTAIN: I'm uneasy, Mr. Jasper. Let's not underestimate our opponents. They'll be on the watch.
116. JASPER: That they will.
117. CAPTAIN: They caught us trying to give them the slip out of Salem... and after following us all the way to Sumatra...they're not anxious to let us get to the pepper without them. And if this wind dies just a fraction...we'll be becalmed before we're out of the harbor.
118. SOUND: (PAUSE)
119. JASPER: Wind seems to be picking up some, Captain.
120. CAPTAIN: That it is, Mr. Jasper. And we just passed the last coral reef at the entrance of the harbor.
121. JASPER: (GETTING EXCITED) Do you think we made it, sir?
122. CAPTAIN: (RAISING HIS VOICE) Of course we made it, Mr. Jasper.. The other good Salem captains are snoring loudly in their bunks ...while the Rajah sails off for the pepper. (SHOUTS)  
Farewell...farewell...my fellow sea captains...see you back in Salem.
123. SOUND: PAUSE



124. JOHN: And that's exactly what happened, Mrs. Freyman. The trailing ships loaded up with other oriental merchandise ...and forlornly sailed back to Salem. They found the triumphant Rajah there again...loaded with precious pepper.
125. FREYMAN: Well, Johnny...that was an exciting story. And I think using spices can be exciting today.
126. JOHN: Do you like spicy food, Mrs. Freyman?
127. FREYMAN: Well, I like new flavors in food, Johnny. So I like to try pepping up some of the family's old favorites with new spices.
128. JOHN: Mrs. Freyman, didn't you say something before about spices ...and a budget?
129. FREYMAN: Mmmm...probably.
130. JOHN: Well...how do the two tie together?
131. FREYMAN: Well, in my kitchen, they have a very definite connection. I use spices to add new interest to old recipes. That way I can keep serving more of the plentiful foods... 'cause they're usually the cheapest.
132. JOHN: Sounds very thrifty.
133. FREYMAN: It is....
134. JOHN: I suppose potatoes are one of the foods you experiment with.
135. FREYMAN: Mmm hmm...and all the other plentiful vegetables like onions...carrots, beets. And spices make it easy to serve chicken...and fish different ways...when the meat supply is low.
136. JOHN: Well....
137. FREYMAN: What's the matter, Johnny? You look dubious.



138. JOHN: I was just wondering how you can tell how much of the spices you should use.
139. FREYMAN: Just "season to taste." That's the only safe rule.
140. JOHN: And which spices go with which foods?
141. FREYMAN: Well you have to have an adventurous spirit...and a light hand when you're trying new spice combinations for the first time.
142. JOHN: The idea is to go easy.
143. FREYMAN: That's right...at least until the family gives its approval on the new spice notes. Oh...and another thing about spices, Johnny.
144. JOHN: What's that, Mrs. Freyman?
145. FREYMAN: Make sure the spices are fresh. You see, the thing that gives spices their...their spiciness is their oils.
146. JOHN: Then I suppose they should be kept closed.
147. FREYMAN: Cool, dark, and covered...that's the ticket, Johnny. And don't keep them too long.
148. JOHN: I guess that's the reason most spices come in small sized containers.
149. FREYMAN: Right. And because of the war, a lot of them are still coming in paper containers. So my advice to any homemaker who wants to keep her spices as tangy as possible...is to remove the spices from same.
150. JOHN: Well what if you can't use up a whole box of spices at once?
151. FREYMAN: I'm coming to that. You can store the spices in a covered tin container...or a dark glass jar. Oh...and one more thing about where you keep the spices.
152. JOHN: I bet I know. Ladies...keep your spices right near the stove ...so they'll be handy when you're cooking.



153. FREYMAN: Wrong, Johnny. How are you going to keep your spices cool if you keep them near the hot stove?
154. JOHN: Well how are you going to keep them handy if they're not near the stove?
155. FREYMAN: You'll just have to find a place for the spices that is handy, but isn't too warm. So of course you'd have to rule out high shelves, too. And now Johnny, we could go on talking about spices but....
156. JOHN: I know...but we'd better find out what's on CONSUMER TIME next Saturday. Am I right this time?
157. FREYMAN: Right you are, Johnny, and next Saturday we're going to talk about citrus fruit juices.
158. JOHN: Canned orange juice...and canned grapefruit juice?
159. FREYMAN: Canned, fresh, and frozen fruit juices, Johnny. We are going to answer some of the questions we've been receiving...like whether orange juice can be squeezed the night before....
160. JOHN: Or whether grapefruit juice can be left in an open tin can.
161. FREYMAN: That's right...and we'll also have something to tell about frozen orange juice...and the new orange concentrates.
162. JOHN: I'm sure everybody will want to hear about them, Mrs. Freyman. So friends, hope you're listening in next week for another edition of



163. SOUND: CASH REGISTER

164. ANNCR: CONSUMER TIME !

165. SOUND: CASH REGISTER....CLOSE DRAWER

166. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schwekher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NEC, the National Broadcasting Company.

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